



Premium Building Products
That Protect

Protecto Wrap Reduces Floor Noise with their Complete Line of Whisper Mat[®] High Performance Underlayments

*Crack Suppression, Sound Control, and Moisture Resistance for
Hardwood, Ceramic, and Stone Floors*

Denver, CO — Protecto Wrap Company, a leading manufacturer of flooring membranes, proudly introduces their Whisper Mat[®] product line of high performance underlayments for effective sound control, crack suppression and moisture resistance.

Professional flooring installers demand a crack isolation membrane designed to protect against sub-floor movement up to 3/8" to protect their Customer's flooring investment—as well as their own reputation. But something many professionals overlook is the concern about reducing sound transmission through hard flooring surfaces. Eliminating noise problems in multi-story construction is another sign of a quality installation, and a feature that owners, whether residential or commercial, will appreciate. This includes, but is not limited to, condominiums, apartments, single family homes, office buildings, hotels, and schools.

To address this concern, Protecto Wrap offers a full line of high performance underlayments that will help you reduce floor noise to a whisper. "Whisper Mat offers the installer many benefits with just one product," notes Scott Harter, Protecto Wrap National Sales Manager. "And this is one of the thinnest sound control products on the market."

The line includes:

- **Whisper Mat CS:** for ceramic and natural stone tile
- **Whisper Mat HW:** for engineered hardwood, parquet, and laminate flooring
- **Whisper Mat HW Plus:** same qualities as **Whisper Mat HW Plus** protection from subfloor moisture emissions

Whisper Mat HW is a peel-and-stick non-permeable sheet membrane, which reduces impact and airborne sound transmissions and is a moisture/vapor barrier. Designed for use with engineered wood plank, wood parquet and laminate floors, it should be used where sound-control is required, specified, or desired. **Whisper Mat HW** may be applied to structurally sound and clean surfaces, including: concrete; plywood; precast floor panels; OSB; ceramic tile; terrazzo; natural stone; Portland based leveling and patching compounds; cement backer board; existing VAT; VCT; and fully adhered vinyl floors. **Whisper Mat** is also approved for installation over radiant heated floors.

Whisper Mat HW's membrane is tacky on the bottom providing superior adhesion to concrete, steel, and wood substrates. The cross-linked poly-olefin foam top sheet makes an excellent bonding surface for approved wood flooring adhesives and will not dry out or decay with time. It also contains no V.O.C's and is environmentally safe.

The Whisper Mat HW Plus System not only reduces ambient and impact sound transmission, but also protects wood floors from subfloor moisture emissions that can lead to wood distortion and mold. The **Whisper Mat HW Plus Membrane** features a 2" peel-and-stick overlap seaming edge on one side of the sheet that allows for an adhesive-to-adhesive bond between adjoining sheets, creating a monolithic protective membrane across the subfloor.

Whisper Mat CS is a peel-and-stick sheet membrane that reduces impact and airborne sound transmission while isolating finished flooring from subfloor cracks. It is constructed of cross-linked poly-olefin foam sheet combined with an aggressive rubberized adhesive and a polyester mesh fabric. Designed for use with ceramic and natural stone tile, **Whisper Mat CS** has the flexibility and strength to withstand structural movement and concrete shrinkage cracks up to 3/8" without transferring stress load to finished tile. It also has superior moisture resistant properties that make it the most comprehensive underlayment product for ceramic and natural stone available. And like its counterparts in the Whisper Mat family, **Whisper Mat CS** is approved for installation over radiant heated floors and for electric floor heating grids on top.

The entire Whisper Mat family of high performance underlayments is extremely efficient, economical, and offers ease of application for today's flooring installation professionals. When sound control, crack suppression, and moisture resistance are your concern, turn to the flooring membrane professionals at Protecto Wrap.

Protecto Wrap Company has been manufacturing waterproofing membranes since 1952 and has built a sound reputation for producing the highest quality materials available on the market today. Their peel and stick waterproofing systems are used to waterproof and weatherproof residential and commercial buildings from the footing of the foundation to the peak of the roof. Their extensive line of products include rubberized asphalt, butyl and pressure sensitive adhesives on all their flashing and waterproofing membranes. Visit their new website at www.protectowrap.com.

###

For more information:

Protecto Wrap
1955 South Cherokee Street
Denver, CO 80223
800-759-9727
www.protectowrap.com

Media inquiries:

Brian Cassidy
Marless Communications
267-377-6505
brian_cassidy@comcast.net

** A digital version of this release and high resolution photography is available upon request.*